

## AMENDMENTS TO THE CLAIMS

### Claims Pending:

- At time of the Action: Claims 1-35
- Amended Claims: Claims 1, 6, 13-16, 18-19, 28, 31, 32, and 35
- Cancelled Claims: Claims 5, 10, and 30
- After this Response: Claims 1-4, 6-9, 11-29, and 31-35

The following listing of claims replaces all prior versions and listings of claims in the application.

1. (Currently Amended) A method, comprising:  
receiving video content to be protected from redistribution; and  
~~including adding a personal identifier in the video content, wherein the personal identifier identifies a user of the video content, and wherein the personal identifier is visible when the video content is displayed,~~  
retaining the personal identifier on a hidden border of a frame on a television monitor;  
displaying the personal identifier when the video content is transferred to a computing device;  
wherein the personal identifier displays information associated with a user of the video content.
2. (Original) The method as recited in claim 1, wherein the video content includes multiple programs.

3. (Original) The method as recited in claim 2, further comprising receiving metadata to distinguish between at least one of the multiple programs to receive the personal identifier and some of the multiple programs to remain without a personal identifier.

4. (Original) The method as recited in claim 3, wherein the metadata is electronic program guide information.

5. (Cancelled).

6. (Currently Amended) A method, comprising:  
receiving video content in a client device;  
adding a personal identifier to the video content, wherein an amount of the personal identifier that is added to the video content is based on a security level of a program;  
retaining the personal identifier on a hidden border of a frame on the client device;  
displaying the personal identifier when the video content is replayed on the client device;  
wherein the personal identifier signifies personal identity information of an owner of the client device.

7. (Original) The method as recited in claim 6, further comprising including the personal identifier in the video content when the client device outputs the video content.

8. (Original) The method as recited in claim 7, wherein the client device outputs the video content by displaying the video content.

9. (Original) The method as recited in claim 6, wherein the client device is one of a television, a television set-top box, a personal computer, a personal digital assistant, a digital versatile disk player, or a personal video recorder.

10. (Cancelled).

11. (Original) The method as recited in claim 6, wherein the video content includes multiple programs.

12. (Original) The method as recited in claim 11, further comprising receiving metadata about the multiple programs.

13. (Currently Amended) The method as recited in claim 12, wherein the metadata includes a security level for ~~each of~~ at least some of the multiple programs.

14. (Currently Amended) The method as recited in claim 13, wherein ~~the~~ an amount of the personal identity information added to a the program is ~~proportional to~~ based on the security level of the program.

15. (Currently Amended) The method as recited in claim 13, wherein ~~the~~ a displayed size of the personal identity information added to a the program is ~~proportional to~~ based on the security level of the program.

16. (Currently Amended) The method as recited in claim 13, wherein ~~the~~ a visibility of a location of the personal identity information within a displayed image of the program is ~~proportional to~~ based on the security level of the program.

17. (Original) The method as recited in claim 13, wherein the metadata includes a record of the user's history of unauthorized redistribution of a video content.

18. (Currently Amended) The method as recited in claim 17, wherein variance in a display factor is based on the record; wherein display factors include an amount of the personal identity information added to a program, a display size of the personal identity information added to a the program, and a visibility of a location of the personal identity information added to a the program.

19. (Currently Amended) A branding engine for video content, comprising:  
a brand generator to produce a brand, wherein a brand includes at least one piece of personal identity information about a user of the video content;  
a branding decision engine, wherein if the video content comprises ~~parts~~ frames, then to decide which ~~parts~~ frames of the video content are to receive a the brand; ~~and~~

a branding selector to decide an amount of personal identify information, a visual size of the brand, and a display location of the brand;

the branding decision engine, wherein a decision to brand occurs, sends an indication to the brand generator to brand the video content;

an overlay generator to place the brand in the video content; wherein the brand is placed on a hidden border of the frames that are not displayed on a television monitor.

20. (Original) The branding engine as recited in claim 19, further comprising a metadata reader to read metadata about the video content, wherein if metadata relevant to the video content exist, then the metadata provide security information to the branding decision engine.

21. (Original) The branding engine as recited in claim 20, wherein the security information indicates which programs within the video content to brand.

22 (Original) The branding engine as recited in claim 20, wherein the security information includes a security level for a program within the video content, wherein the security level determines characteristics of the brand to be added to the program.

23. (Original) The branding engine as recited in claim 19, further comprising a brand selector associated with the brand generator, wherein the brand selector determines one of: a piece of personal identity information about the user of the video content to use as a brand, an amount of personal identity information about the user to use as a brand, a visual

size of the brand relative to a display size of the video content, and a display location for the brand within a displayed image of the video content.

24. (Original) The branding engine as recited in claim 19, further comprising a database of personal identity information about the user communicatively coupled with the branding decision engine.

25. (Original) The branding engine as recited in claim 24, further comprising a store of identifiers associated with the database of personal identity information.

26. (Original) The branding engine as recited in claim 25, further comprising a record of the user's history of unauthorized redistribution of a video content associated with the database of personal identity information.

27. (Original) The branding engine as recited in claim 26, further comprising a progressive branding module associated with the branding decision engine, wherein the progressive branding module determines a security level for a branding decision based on the record of the user's history.

28. (Currently Amended) The branding engine as recited in claim 26, further comprising a progressive branding module associated with the branding decision engine, wherein the progressive branding module determines a security level for a branding decision based on the a metadata.

29. (Original) The branding engine as recited in claim 28, wherein the brand selector uses a security level determined by the progressive branding module to determine one of a piece of personal identity information about the user of the video content to use as at least part of a brand, an amount of personal identity information about the user to use as at least part of a brand, a size of the brand, and a display location for the brand within a displayed image of the video content.

30. (Cancelled).

31. (Currently Amended) One or more computer readable storage media containing instructions that are executable by a computer to perform actions comprising:

receiving a personal identifier of a video content user, wherein the personal identifier contains information associated with the video content user; and

~~associating~~ adding the personal identifier ~~with~~ to a video content received by the video content user;

retaining the personal identifier on a hidden border of a frame;

displaying the personal identifier when the video content is replayed on a client device.

32. (Currently Amended) The one or more computer readable media as recited in claim 31, wherein the ~~associating~~ adding the personal identifier ~~with~~ to the video content

~~comprises associating personal identifier information video content information resulting in~~  
an image of the personal identifier displaying in response to the video content displaying.

33. (Original) The one or more computer readable media as recited in claim 32, wherein the image of the personal identifier overlays the video content when the video content is displayed.

34. (Original) The one or more computer readable media as recited in claim 31, further comprising outputting the personal identifier as a video signal when the video content is output as a video signal.

35. (Currently amended) The one or more computer readable media as recited in claim 31, wherein the ~~associating~~ adding further comprises adding the personal identifier as a video signal to the video content and outputting the video content and the personal identifier.